



Recruiting students from West Africa

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**ROBERT GORDON
UNIVERSITY ABERDEEN**

“Recruitment and Partnerships in West Africa
Opportunities and Challenges”

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Introduction

- Things to consider entering the West African market
- Trends in the marketplace
- Working with scholarship bodies
- A 'Typical Recruitment Trip' to West Africa
- Conversion Activities
- Practical Advice on Safety (AKE Security notes)
- The long term future for the region
- Jamie's top safety tips and practical advice!

Entering the West African market

- **Marketing plans** should be based on **market intelligence** from British Council and other sources such as HESA / previous experience

Think about....

- What can you offer the market?
- Do you have a niche area / product offering?
- Do scholarship bodies fund courses you offer?

Entering the West African market

- Where are current applications coming from?
- What courses are they studying and what mode/level of study?
- What are your overall objectives for the market?
- What is your budget for the year ahead?

All the above forms part of a base for a plan!

Trends in the Marketplace

- Employing In Country Representatives
- Working with pathway providers or creating in house pathway
- Offering latecomers a chance to enrol
- Accepting the WAEC / SSSCE English
- Stiff Competition!

Challenges in the Marketplace

- Security issues in Northern and SE Nigeria
- Corruption
- Lack of funding & Poverty
- Ghanaian currency (CEDI) depreciation
- Getting paid from scholarship bodies
- Competition from rest of the world
- Visa refusals, TB tests, maintenance costs

Working with Scholarship Bodies

- Large number of scholarship bodies in the region that will fully fund students at mostly PGT and PGR level with some UG funding available

Background to scholarships...

- Tend to be government departments
- Specific courses tend to be funded
- Located all over the country with majority in Abuja, Lagos and Delta State

Working with Scholarship Bodies

- Getting an appointment?
- Have patience of a saint! 😊

DUE DILLIGENCE & GETTING PAID!

Working with Scholarship Bodies

You have a meeting, now what.....

- Get past the gatekeeper!
- Get key names/contact details of people in the organisation (Finance, Admin, Heads etc)
- Ask for key criteria and selections methods and the courses they will fund
- Get important dates (when are applications open for next intakes / deadlines)

Working with Scholarship Bodies

- How can students apply and do they need an offer to the university already?
- When are fees paid and how do students get stipends?
- Numbers that are funded?? What could my market share be?
- Can we offer the department a discount on fees to show support for sending students?
- Action points and follow up on each trip if possible and/or from desk with phone calls

A 'Typical Recruitment Trip' to West Africa

Pre Trip Planning things to consider...

- Objectives of trip (SMART)?
- Budget allocation?
- Dates to visit?
- Support from academics or other dpts?
- Do I need a visa?
- Health & Safety (Malaria tablets & jabs)?

My typical trip to West Africa...

- **Objective** is usually to meet as many potential students as possible!

What will my diary look like?

- 7 – 10 day trip
- Accra, Kumasi, Lagos and Abuja
- Mix of exhibitions / school visits / meeting parents / scholarship bodies meetings / alumni events / agents counselling & training sessions / company visits / meet key partners!
- Cost TBC

Real Time Trip Considerations...

- Itinerary Management and Flexibility
- Time Management
- Security for you and colleagues
- Managing office workload
- Sourcing new opportunities on the ground
- Market Intelligence!

Post Trip Follow Up....

- Add new data to CRM system
- Follow up and/or pass leads to relevant dpts
- Revise what you spent versus budget allocated
- Make recommendations for next trips in visit report
- Continue to take malaria tablets if required!

Conversion Activities

Where to start....

- **Pipeline of applicants** – what can you do to convert and get deposits paid?
- **Use In Country Rep** – Contact all offer holders with only finances to be sorted
- **Agents** – what are they doing for you and can they work harder to convert pipeline?
- **Scholarship Bodies** – Do they have any students that require an offer for a course of study?

Practical Advice on Safety (AKE notes)

- Write my will!
- Make a grab bag (water, phone, cash, energy bar, change of clothes, first aid kit, torch, photocopies of passport/visa, important phone numbers)
- Make a throwaway wallet (for a good old quick mugging)!
- Do not book above 6th floor in hotel
- Look for exits and count doors to exits in case of fire!
- Make a list of good local hospitals
- Do not wear bright clothes (attracts mosquitos)
- Do not eat off cold buffets!

Practical Advice on Safety (AKE notes)

- Make homemade Morphine (2 ibuprofen, 1 aspirin, 1 petkirin)
- Boil all water for at least 1 minute
- Kidnap / Ransom policy?
- Codewords for calling back home in a dangerous situation!
- Contingency planning!! Driver has disappeared and I have no money and no phone....panic stations!
- Safe Airlines (Civil Aviation Authority)

- Die fighting! 'Rip the throat out example'...

The Future for the Region

- The UN predicts the world's population will grow to 9.6bn in 2050 (from 7.2bn today)
- More than half of the extra 2.4bn in 2050 will be African

3 most populous countries in 2050

1. India
2. China
3. Nigeria

Jamie's Safety Tips and Practical Advice

Safety Tips

- Research where you are staying in country
- Avoid taking cabs off the street and use hotel cars
- Avoid airport 'Chief Baggage Consultants'!
- Avoid walking in evening in unknown areas
- Don't flash valuables and take a full wallet!

Jamie's Safety Tips and Practical Advice

Practical Advice

- Money requests (Be nice about saying no thanks)
- Don't rely on google maps times and distances when going to meetings - PLAN for TRAFFIC!
- Get a local sim card / phone – saves time & money
- Always start off in a meeting informally and introduce yourself

Jamie's Safety Tips and Practical Advice

Practical Advice

- Purchase hotel accommodation upfront
- Take copies of all bookings and visa / passport
- Take copies of itinerary and check in with someone everyday at same time ideally
- Take sensible light clothes when not in meetings
- Take mozzie spray and first aid kit!

Practical Advice

- Use hotel safe for valuables
- **ALWAYS** have the person you are meeting contact details so you can call them

Jamie's Market Tips

- Position yourself in the market
- Work with external funding bodies and build the relationship!
- Work with agents and key partners
- Visit the marketplace to help convert applicants!
- Revisit entry requirements both academic and English
- Competitor Analysis!
- Be nice to people and enjoy the experience!

Jamie's Top FREE Iphone / Ipad Apps

- Google maps!
- Currency Converter or (XE)
- Viber and Skype
- Linkedin
- International Business Etiquette (IBE)
- KLM / Air France App
- Tunein radio
- BBC iplayer (Save programmes for 30 days)



Nigeria – opportunities and challenges

Sephora Imomoh, British Council

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Nigeria!
Student Numbers
Opportunities in the Market
Challenges
Recommendations



Background

Africa

is rising as the destination for business
and investment. At the heart of this
continent -

Nigeria





INSIGHTS



ECONOMIC POTENTIAL

The Business climate in
Nigeria is

improving despite
the challenges and there is
increasing

diversification in
the economy.

STUDENT NUMBERS

18305 Nigerians studied in
the UK in 2013

Although most indicators point to

high growth of

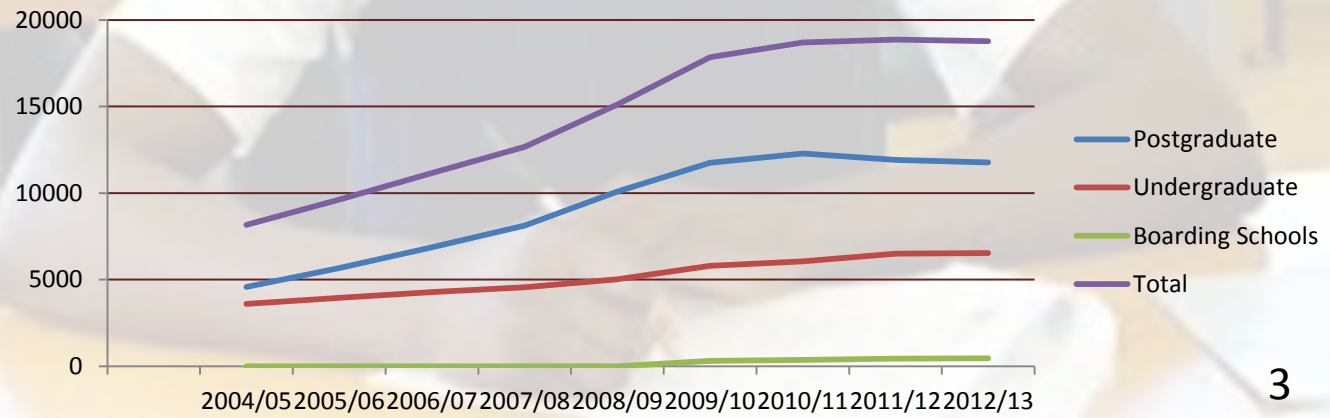
outbound international students
from Nigeria. Recent data suggests

an actual **drop** in the numbers



STUDENT NUMBERS

2013	2015
18,305	30,000?





OPPORTUNITIES

GOVERNMENT SPENDING: AGRICULTURE

Federal Ministry of Agriculture announced a **NGN10 billion** fund for the development of Agriculture in Nigeria.

Bank of Industry **NGN5 billion** Cottage Agro Processing fund.

Scholarships for professionals in this area – The Government may sponsor; and technical trainings for entrepreneurs – Partner with the enterprise development centres.

OPPORTUNITIES

GOVERNMENT SPENDING: INFRASTRUCTURE

Eko Atlantic City project

Abuja Rail Road Project **NGN250 billion** investment

NGN160 billion Lagos Light Rail Project

Opportunities:

Promote Engineering courses and business courses by making references to information on developments in the sector.

Hospitality sector likely to grow in the next 10 years – plan for this future in your course development and promotions



OPPORTUNITIES

GOVERNMENT SPENDING: MANUFACTURING

Global Automobile brands set up Assembly plants in Nigeria.

Chemical and **Pharmaceutical** production is rising.

THREE drug company's gained **WHO** certification in 2014.

Promote courses related to these industries if you have any. HE sector
Partner key stakeholders including government for short courses - FE Sector

OPPORTUNITIES

TRANSNATIONAL EDUCATION Case Studies

Over **65%** of Nigerian Universities have at least one partnership with an international institution.

One in Five of such partnerships are with a **UK** institution.

- ***Kaplan International*** – Offering US Pathway programmes.
- ***Highbury Portsmouth*** – Offering Courses at Institute of Technology & Management Ugeg Cross River State.
- ***Ghana UK Branch Campus(es)***

THREATS

Falling

Oil Prices

Naira interest rates lowered
15% increase in dollar exchange
rate.

Federal Government Introduces
Austerity Measures. Restricts
international trainings for employees.

Upcoming Events

EXHIBITIONS

Arts Themed Postgraduate Fair
Abuja & Lagos July 2015

*Agriculture Themed Postgraduate Fair
Abuja, Lagos, Cross River Nov 2015

Education UK Exhibition
Abuja & Lagos; February 2016

Other activities


Schools Visits

Alumni Events; April, August & October

TNE Meetings

Boarding Schools & Parents Meet

British Council Arts season in Nigeria



Thank You

Ghana – opportunities and challenges

Rhoda Enchil, British Council

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Content

Ghana market information

Partnerships opportunities for UK institutions in Ghana

Developments in Ghana

Challenges

Conclusion

Ghana Market Information

Demographics

Economic and state of development improved due to political stability and abundant natural resources.

International Education has long been a tradition of Ghana (key leaders educated overseas, large Ghanaian diaspora)

English is the official language, although with over 50 ethnic groups – English is the main teaching medium in schools and universities

Ghanaians are highly religious – Christianity (40-65%), Islamic (15%)

In 2013, Ghana's population was > 25 million – youthful population with 56% under 24 years in 2013; 7.3million Ghanaians aged between 15 – 29 years.

Ghana Market Information (Cont'd)

Demographics

- GDP by sector:

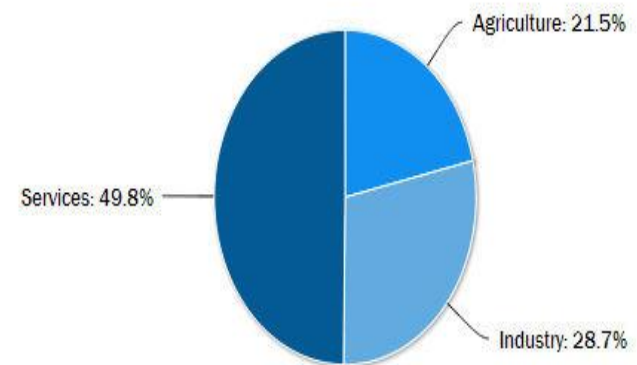
Agriculture sector -
(dominated by cocoa, oil and gold)

Industry sector –
(driven by textiles, agroindustry, mining)

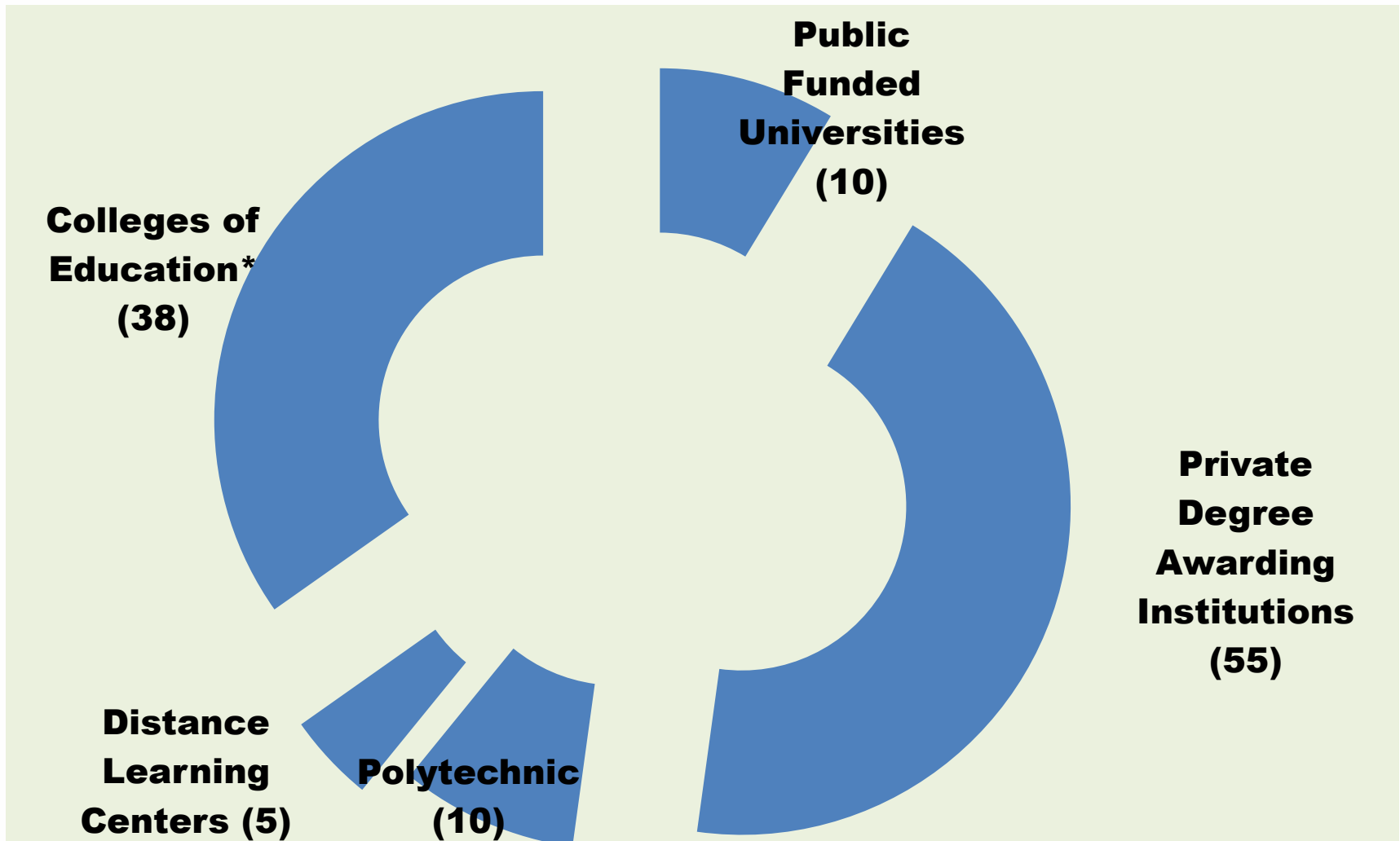
Services sector –
(growth in tourism but still underdeveloped)

- Tertiary education landscape of Ghana has been prepared for external participation

- Generally, Ghanaians are friendly people.



Tertiary Education in Ghana



Partnership Opportunities

- Government of Ghana
- Corporate Institutions
- Universities & Polytechnics

Partnership Opportunities (Cont'd)

- Youth Enterprise Support (YES) programme
(Initiated by President with GH¢10m = GBP 1.8m seed fund to assist young Ghanaians with creative and innovative business ideas and plans to achieve their full potential).

<http://www.yes.gov.gh>

- Linkages between industry and academia – a priority for Ministry of Education
- Potential viable investment interest for private sector : Medicine & Health, Oil & Gas, Engineering and Manufacturing, Tourism and Creative Arts.

Partnership Opportunities (Cont'd)

- Programs for working professionals (distance learning, summer programs, Professional Development programs)
- Corporate funding opportunities for potential but disadvantaged students in Ghana.
- British Council's Social Enterprise Program and Innovation/PD hub

Partnership Opportunities (Cont'd)

- Tullow Group Scholarship Scheme – (Engineering and Technology, Environment and Geosciences, Oil and Gas Economics, Business Journalism, Law and other legal courses, Other applied sciences related to the oil and gas industry but not medicine).

New areas (6 to 9 months programs for HNC, HND and Postgraduate Diploma certificates).

Applications opened until 9 march 2014

<https://tullowgroupscholarshipscheme.org/index.php>

Partnership Opportunities (Cont'd)

- Challenge Reality TV Show (partnership between British Council and UK institutions to provide scholarships for brilliant Ghanaian students)

www.britishcouncil.org.gh/challenge-season-6

- Joint programs with Ghanaian Universities and foundation for Polytechnic students; Collaborative research programs etc.

Development in Ghana

- Growth in the Communication Market(lively media market for promotional activities; in 2012 there were over 3.5m internet users; social media very popular)
- In 2013/2014, University of Ghana rejected 39,645 applicants inadequate facilities.
- PhD for all lecturers – new entry and fixed term contract lecturers.
- Ghana gradually becoming a study destination in the sub-region (> 75,000 Nigerians studying in Ghana)

Challenges in Ghana

- Depreciation of Ghana cedi (about 30% increase in 2014)
- Competition (China, USA, Canada, Germany, Netherlands, France etc)
- Visas (tight immigration rules)

Conclusion

